

Rep Order# 9788518 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 08/10/2012 1:17 PM  
Last Received: 08/10/2012 12:37 PM  
Showing Buylines: All Lines

1 of 2

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA-B  
Estimate# 1596  
Buyer Meredith Kaufman  
Phone#  
Fax#

418731  
Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1596  
Flight Dates 08/11/2012 - 08/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

SKED B \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER FOR OBAMA SKED B PLS CF ASAP-THX

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-TH	5A-6A	GOOD MORNING CINCINNATI	P2 :30	\$50.00	08/13-08/16	1	1	1	\$50.00	
	2	M-TH	6A-7A	GOOD MORNING CINCINNATI	P2 :30	\$75.00	08/13-08/16	1	1	1	\$75.00	
	3	M-TH	7A-8A	GOOD MORNING CINCINNATI	P3 :30	\$125.00	08/13-08/16	2	1	2	\$250.00	
	4	M-TH	8A-9A	LITTLE HOUSE ON THE PRARIE	P2 :30	\$125.00	08/13-08/16	2	1	2	\$250.00	
	5	M-TH	1035P-1105P	SEINFELD	P2 :30	\$125.00	08/13-08/16	2	1	2	\$250.00	

---REPORT TOTALS---

Report Totals: 8 / \$875.00

---SALES MONTHLY TOTALS---

Aug 12: 8 / \$875.00

Sales Totals: 8 / \$875.00

Station Totals: 8 / \$875.00

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Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$77,434	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	29%
		WKRC	38%	WLWT	15%	WSTR	3%	WXIX	12%		

Books null  
Demos RA35+

# Spot Manager: All, 08/11/12-08/16/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: EKRC-TV

Order: 48731

## Line: 1

08/14/12	Tuesday	5:51:19 AM	:30	\$50.00		5a Good Morn Cincinnati	5a-6a	OBAMA FOR AMERICA-B	1596	P-2	1	MWAS
				\$50.00								1

## Line: 2

08/14/12	Tuesday	6:28:29 AM	:30	\$75.00		6a Good Morn Cincinnati	6a-7a	OBAMA FOR AMERICA-B	1596	P-2	1	MWAS
				\$75.00								1

## Line: 3

08/13/12	Monday	6:59:25 AM	:30	\$125.00	OFA-12-C	7a Good Morn Cincinnati	7a-8a	OBAMA FOR AMERICA-B	1596	P-3	2	MWAS
08/14/12	Tuesday	7:32:32 AM	:30	\$125.00		7a Good Morn Cincinnati	7a-8a	OBAMA FOR AMERICA-B	1596	P-3	1	MWAS
				\$250.00								2

## Line: 4

08/13/12	Monday	8:49:18 AM	:30	\$125.00	OFA-12-C	M-F 8a-9a	8a-9a	OBAMA FOR AMERICA-B	1596	P-2	2	MWAS
08/15/12	Wednesday		:30	\$125.00		M-F 8a-9a	8a-9a	OBAMA FOR AMERICA-B	1596	P-2	1	MWAS
				\$250.00								2

## Line: 5

08/15/12	Wednesday		:30	\$125.00		M-F 1035p-1105p	1035p-1105p	OBAMA FOR AMERICA-B	1596	P-2	1	MWAS
08/16/12	Thursday		:30	\$125.00		M-F 1035p-1105p	1035p-1105p	OBAMA FOR AMERICA-B	1596	P-2	2	MWAS
				\$250.00								2
				\$875.00								8
				\$875.00								8
				\$875.00								8
				\$875.00								8
				\$875.00								8
				\$875.00								8

[Filtered by: ] [Sorted by: Station]